



Local Impact

2014-2015 Grant Guidelines

Deadline: March 20, 2015, 11:59PM – (online submission)



The Mission of the California Arts Council, a state agency, is to advance California through the arts and creativity.

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LOCAL IMPACT
(Formerly Creating Places of Vitality)
2014-2015 GRANT GUIDELINES
DEADLINE: March 20, 2015, 11:59PM



Please review closely as guidelines have changed from the program previously known as Creating Places of Vitality.

Background

The Local Impact program is rooted in the California Arts Council's (CAC) vision to create a state where the arts are a central component of daily life and accessible to all — reflecting contributions from all of California's diverse populations and fostering civic engagement.

Purpose

The Local Impact (LI) program fosters equity, access, and opportunity by providing project and partnership support for small arts organizations reaching underserved communities. All projects must extend the reach of the arts to underserved populations that have limited access to the arts.

Applicants may seek funding for projects addressing one or more of the following program goals:

- Provide greater access to the arts for individuals, families and communities by reducing barriers to arts participation or exploring innovative strategies for new or increased participation.
- Activate community participants to develop and express their own creative and artistic abilities.
- Embed arts activities in community spaces or organizations such as libraries, parks, senior centers, teen centers, veterans' service agencies or hospitals.
- Celebrate local artistic or culturally specific traditions.
- Utilize artists and creative projects to address specific community needs, encourage individuals to be active in shaping community life, or foster shared understanding between people.
- Include artist residencies characterized by deep community interaction and artistic processes that are informed by that interaction.

Eligible Request Amount

The Council has allocated \$1,345,000 to the LI program. Requests for support may be made for up to \$12,000. Grant requests cannot exceed an organization's total income based on its last completed budget.

Applicant Eligibility

The LI program supports California arts organizations serving underserved communities. **All project activities must serve the specified underserved community.**

Underserved includes inner city, low income, or rural* communities, historically underserved ethnic and cultural communities, people with disabilities, etc. The applicant must provide an explanation of how the community they are targeting is underserved.

- The applicant must be a California-based nonprofit arts organization with a budget of \$1M or less.
- The organization must demonstrate a history of arts programming for a minimum of two years prior to the time of application. (Organizations whose primary focus is a single event, or events held over the course of a single day or weekend per year, are not eligible to apply.)
- Non-arts organizations with an arts component comprising at least 50% of their budget. If you have questions, please contact the LI Program Specialist (see Staff Assistance).
- An applicant without nonprofit status may use a California-based fiscal receiver that has nonprofit status, 501(c)(3), and which will provide the fiscal and administrative services needed to complete the grant. If a grant is awarded, the fiscal receiver becomes the legal contractor. The fiscal receiver must also demonstrate consistent arts programming in California for a minimum of two years prior to the time of application, and have similar organizational goals to the applicant organization.
- Applicants must complete a California Cultural Data Project Funder Report at the time of application.

*The term “rural” is defined in various ways: population density, population size, demographics, economic data or cultural identity. The applicant must provide an explanation of the rural area that they are serving.

To spread our limited dollars, we have the following restrictions:

- Organizations applying to LI and Artists in Schools (AIS) Programs, if recommended for funding in both programs in a given year, will be expected to choose one grant.
Exception: Organizations receiving AIS Planning grants

Project Requirements

- A public component must be included. Examples may be a culminating presentation, a performance, special event, etc.
- Project activities must demonstrate high artistic quality and address one or more program goals.
- If proposing to work with additional project partners, submit letters of intent for each potential partner.
- Matching funds requirement for this program must be met.

Application Cycle

- **Deadline:** March 20, 2015, 11:59PM (online submission)
- **Grant Dates:** Starting Late June, 2015 – May 31, 2016

Review Criteria

A peer review panel will evaluate applications based on the following criteria:

- *Quality of project plan:* Clarity of plan, per identified goal; community involvement; and effective communication-strategies to develop participation and promote the project's value.
- *Community impact:* Project's relevance and benefit to target community or circumstance; degree to which it promotes equity, access, and opportunity to engage with or experience arts and culture.
- *Artistic merit:* Samples of artistic work and support materials, artistic personnel, and arts programming schedule of activities.
- *Ability to complete proposed project:* Qualifications of project's team; viability of project budget; evidence of community support; and overall fiscal health of applicant.
- *Documentation and communication plan:* Ability to demonstrate the impact and benefits of the project, including both qualitative (storytelling) and quantitative results.

Peer Panel Evaluation and Ranking Process

A peer panel will review all applications and work samples in a multi-step process that involves assigning numerical ranks to an application. A 10-point ranking system will be implemented. Panelists' ranks are averaged to obtain the final score.

10-Point Numerical Ranking System

10	Model	Meets all of the review criteria to the highest degree possible.
8-9	Excellent	Designates an applicant as a high priority for funding.
5-6-7	Good	Strongly meets the review criteria; however, some improvement or development is needed.
2-3-4	Developing	Has some merit, but does not meet the criteria in a strong or solid way.
1	Ineligible	Inappropriate for CAC support.

California Arts Council Decision-making

The final authority for grant decisions is the appointed Council. Subsequent to receiving and reviewing the peer panel's recommendations, the Council will take into consideration the panel's recommendations and make final funding decisions at a public meeting.

Grant Amounts

Requests may be made for up to \$12,000. Grant requests cannot exceed an organization's total income based on its last completed budget.

If approved by the Council for support, grant amounts may differ from the request amount due to the level of funding available to the program, demand for that funding, and/or the rank a proposal receives from the peer review panel.

Should a grant award be made for an amount less than the request amount, the applicant will be required to confirm that the goals of the original request can be met or modified with a lesser grant award.

Matching Funds

All grant recipients must provide a dollar-for-dollar (1:1) cash match. The match may be from corporate sources, private contributions, local government, or earned income. Funds from the National Endowment for the Arts or other State funds cannot be used as a match. A combination of in-kind contributions may be used to match the CAC request with the approval of the LI Arts Program Specialist (see Staff Assistance).

What the CAC Does Not Fund

- Former grantee organizations not in compliance with CAC grant requirements (as stipulated in grant agreement)
- Non-arts organizations not involved in arts activities (as applicants)
- For-profit organizations (as applicants)
- Projects with fundraising purposes, including grant writing
- Other state or federal agencies
- Programs not accessible to the public
- Projects with religious or sectarian purposes
- Organizations or activities that are part of the curricula base of schools, colleges, or universities
- Indirect costs of schools, colleges, or universities
- Trust or endowment funds
- Purchase of equipment, land, buildings, or construction (capital outlay or expenditures)
- Out-of-state travel activities
- Hospitality or food costs
- Expenses incurred before the start or after the ending date of the grant

Timeline

February 2, 2015	Application available
March 20, 2015, 11:59PM	Application deadline (online)
Late June	Funding decisions
Late June	Funding notifications
Late June 2015 – June 30, 2016	Funded activity period

Grantee Requirements

- To better inform our elected representatives as to the value of the arts and the use of state funds, you will be expected to include--with your approved grant--copies of signed letters sent to the Governor and your State Senate, Assembly, and U.S. Congressional representatives thanking them for your LI grant.
- Use CAC and National Endowment for the Arts (NEA) logos on all printed, electronic materials, and websites (programs, catalogs, postcards, posters, newsletters, leaflets, publications, etc.) that specifically reference this grant.
- Credit the CAC and the NEA on all printed and electronic materials: *"This activity is funded in part by the California Arts Council, a state agency, and the National Endowment for the Arts, a federal agency."*
- When discussing programs supported by this grant, verbal credit must be given.
- A Final Report summarizing LI grant-funded activities grant accomplishments will be required at the end of the grant period.

Staff Assistance

CAC staff is available on a limited basis to offer guidance and clarification in preparing your proposal. We recommend that you contact staff well in advance of the deadline to ensure you can be accommodated. **Contact John Seto, LI Arts Program Specialist at john.seto@arts.ca.gov or (916) 322-6395.**